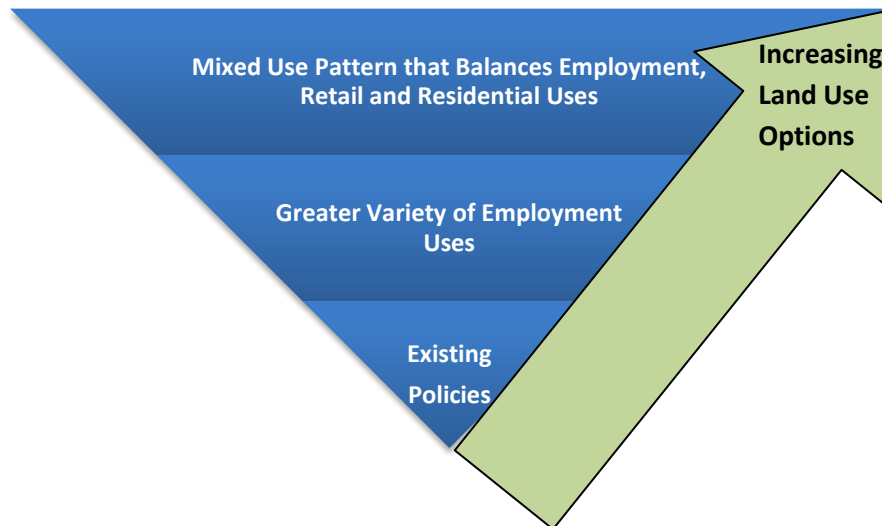


Summary of March 19 & 20, 2010 Stakeholder Workshops

INTRODUCTION

On March 19th and 20th, 2010 the Route 28 Stakeholders workshop was held at Claude Moore Park Recreation Center in Sterling (These two meetings were identical in format and offered at different times to accommodate as many people as possible.). Over 50 persons in total attended and actively participated in the workshop. The workshop was structured to be interactive and included breakouts into small working groups.

At the workshop, participants were asked to discuss the three land use concepts presented in the Discussion Papers (and any other concepts) to help determine which concept will maximize the commercial potential of sites, lead to higher value and more intense uses, and generate the greatest economic benefit in the corridor. The three concepts provide a continuum of *increasing* land development options, as illustrated below, and include: *Existing Policies Retained in the Route 28 Corridor* (Concept 1), *Route 28 Includes a Greater Variety of Employment Uses* (No Residential) (Concept 2), and *Route 28 Corridor Policies Emphasize a Mixed Use Pattern that Balances Employment, Retail and Residential Uses* (Concept 3). These concepts are not mutually exclusive and are intended to build upon each other.



A summary of the discussions at each of the small working groups is provided below¹.

¹ Handwritten comments and other workshop materials are available for review in the Loudoun County Planning Department, 1 Harrison Street, S.E., Leesburg, Virginia, 20177.

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Small Working Group 1 (Table 1)

Participants at Table 1 stated that the existing Keynote Employment land use designation and Destination Retail overlay created a “hodge podge” of uses. The participants stated the Comprehensive Plan Amendment boundary was too narrow and should be expanded to include the entire Route 28 Tax District. Participants stated that the current zoning in the corridor is outdated, and not flexible enough to allow the desired uses. The participants recognized that there was a large disconnect between the applicable base zoning, notably Planned Development-General Industrial (PD-GI) and Planned Development-Industrial Park (PD-IP) and the Revised General Plan’s vision for Keynote Employment in the corridor. The participants stated that the corridor should be developed as a true Business corridor.

The participants expressed that Destination Retail, specifically big box retail, was inappropriate in a business corridor. The participants were concerned about how large the current Destination Retail overlay was and stated the existing destination retail that was on the ground was enough. The participants stated that any future destination retail should be eliminated and that smaller employment serving retail was more appropriate in the corridor and that the market should be allowed to dictate what type of retail was needed in the corridor.

Other participants supported the vision of Keynote Employment but articulated that more flexibility to react to market changes was needed. These participants stated that a modified business use zoning district was needed to promote the highest and best use of the properties in the corridor. Providing uniformity, predictability, and clarity with zoning and the County’s vision for the area was necessary to spur development.

The participants expressed that in order to create an environment to live, work and play some residential was needed in the corridor to promote mixed-use development and attract regional businesses. The participants cited problems recruiting young professionals and that Loudoun did not provide the housing type (condos and apartments) or urban environment which was desirable. The participants recognized that the two planned metro stops outside the corridor when developed would provide the type of mixed-use development that would be more desirable to young professionals and articulated that a similar mixed-use development with residential could be created near the Route 7 and Route 28 interchange either at the proposed Kincora site or the Dulles Town Center.

Based on the noise contours and proximity to Washington Dulles International Airport (Dulles) the participants stated that residential is not appropriate in other parts of the corridor to the South. The participants stated that the planned Metro stop located near the CIT Building in Fairfax could be developed as an employment center with a bus rapid transit hub for the corridor.

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The participants were unsure if residential was appropriate at this location, due to proximity to Dulles and since the County already has two planned mixed-use residential developments centered around Metro stops.

The participants stated that improved pedestrian access in the corridor was desirable and that by integrating employee services in proximity to business and employment centers, vehicular trips in the corridor could be significantly reduced.

The participants articulated that a mix of campus style business and mixed-use business centers were desirable throughout the corridor to meet the market demand. A good balance of business and retail uses was desirable in the mixed-use business developments.

The participants stated that all development should be designed around natural amenities.

Summary of March 19 & 20, 2010 Stakeholder Workshops

Small Working Group 2 (Table 2)

Participants at Table 2 agreed that Concept 1 is not maximizing development potential along the Route 28 Corridor. They stated that the existing 0.24 FAR does not reflect the planned Keynote Office uses and the lack of restaurants within close proximity is not conducive to office development. Participants noted that until recently, everyone had to drive to get lunch. Currently, taking customers to lunch continues to be difficult and the few restaurants that exist in the corridor are always full of customers.

Table 2 preferred Concept 3 with the possibility to limit residential development by amount and location. Participants agreed that more retail (employment supportive retail), restaurants, and amenities were needed for the Corridor's office users. Suggested locations for these amenities included the first floor of office spaces, pad sites, and clusters of pad sites. They stated that additional big box retail was not necessary.

Within Concept 3, the participants expressed the desire for flexibility of density and use. They desire flexibility to change approved development plans as the market varies without requiring a legislative approval from the County. However, they agreed that regulation should guarantee aesthetic assurances of approved plans. The group also suggested that there should be flexibility within a development with the ability to transfer densities if a minimum acreage is met.

The group recognized that successful mixed-use is difficult and thought that caution should be taken when allowing for more mixed-use in the Route 28 Corridor because retail, which depends on rooftops, is critical to mixed-use. The group stated that not every development can be mixed-use and approved developments such as Moorefield Station, One Loudoun, and Dulles Town Center will potentially consume a significant amount of retail demand. Participants suggested flexibility to change development plans based on the market.

The group envisioned higher density development, 1.0 Floor-to-Area (FAR), consisting of office and retail uses, along the Route 28 Corridor between Atlantic and Pacific Boulevards. It was suggested that the highest density nodes (>1.0 FAR) be located at the major intersections along Route 28 and include hotels uses. Higher concentrations of retail uses could occur at these nodes as well. Retail could have visibility that would enhance office uses and desirability. The participants stated that higher density would allow for more integration of uses and could facilitate the consolidation of parcels.

Summary of March 19 & 20, 2010 Stakeholder Workshops

Medium to low densities (0.5 FAR) development should occur in the Route 28 Corridor beyond Atlantic and Pacific Boulevards. More permitted retail and higher density (>0.5 FAR) should be at nodes at the intersections of the Boulevards with the major crossroads of Route 28.

The group acknowledged that the existing industrial uses around Dulles Airport and along the Route 606 corridor should be preserved. They noted that these uses support the airport. However, higher intensity office could be allowed to develop adjacent to the Route 28 Corridor at the Route 606 intersection in the future.

When considering higher densities, Table 2 recognized the need to evaluate the capacity of the transportation network and the needs for suburban parking. The participants proposed developing a light rail down the Route 28 Corridor from the Route 606 Metro station to attract and support higher densities. This light rail could have rail stops at the major intersections along Route 28. In addition, residential could be connected to Metro stops by a bus route along Pacific and Atlantic Boulevards. The table also suggested decreasing the toll at the Route 606 exit/entrance onto Dulles Greenway (Route 267) to encourage trucks to use this exit and stay off Route 28. It was pointed out that structured parking would help alleviate parking issues, but the incentive to build it would not exist unless a development is greater than 0.35 FAR.

Participants noted that current zoning restricts existing development. With PD-IP, restaurants are required to be carryout and the types of employment supportive retail is limited by current zoning. It was noted that a Special Exception (SPEX) is required for retail uses. Other concerns included: the 1972 Zoning Ordinance does not permit 100% office uses; the setbacks of the 1993 Zoning Ordinance decrease the amount of developable land and are too restrictive; and the opportunity to erect better signage throughout the Tax District is needed. The group suggested Fairfax County as an example for successful signage.

Summary of March 19 & 20, 2010 Stakeholder Workshops

Small Working Group 3 (Table 3)

There was a consensus on the various concepts, including a preference for some combination of Concepts 2 and 3 within the Route 28 corridor; a heavy emphasis on transportation connectivity including bicycle pedestrian and public transportation; support of data centers as a niche business type; and retention of commercial development capability.

The group did not support the predominance of any particular land use in the corridor. It was stated that Class A office should remain a primary focus, while also allowing for head-to-head competition with existing office corridors like Reston, Tysons Corner and Bethesda. Further, the group stated that office should also predominate along Route 28 frontage with bigger mix of uses outside of the frontage. Stakeholders also support use of form-based zoning codes, at least in non-office areas, to emphasize building form and performance without dictating use. If “big box retail” remains an allowed use, it should be reconfigured for a more urban model.

The Route 28 corridor is surrounded by residential development. The group supports robust connectivity between existing neighborhoods and the Route 28 corridor, emphasizing bicycle/pedestrian and public transportation options that will reduce single occupancy vehicle use between existing neighborhoods and the job centers or retail within the corridor. Similar connectivity between the future metro station and the corridor was also emphasized. Residential uses related to Concept 3 should match employee demographics along the corridor. Overall, corridor plan policies should enhance the value of existing residential units near the corridor, including revitalizing existing residential stock.

While Class A office use could compete with office corridors outside of Loudoun County, a niche for data centers has developed in the Route 28 corridor and in nearby Innovation Park in Prince William County. The group stated that data center clusters should be encouraged. Because data centers do not employ many workers on site, planning a data center cluster should account for the employee density with resulting residential demand by employees. One member of the group acknowledged a potential opportunity to pursue harvesting of waste heat from data centers as an energy utility.

Stakeholders involved in the hospitality industry note that the “per diem” assigned by the Federal Government awarded to business travelers in Loudoun County is “competitive,” or low compared to Fairfax County. These group members stated their businesses would benefit from market activity that causes the Federal Government to raise the per diem assignment in Loudoun County.

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Small Working Group 4 (Table 4)

The participants stated that the Route 28 Tax District should be the economic engine of the County; this is the place where pro-business emphasis should be placed. They noted that there will be a progression of users wanting business locations along the Greenway; Route 28 northward is a natural progression for these users to establish corporate locations. They pointed out that the County needed to recognize the assets of the Route 28 Tax District, including the pending arrival of Metro. They expressed that the existing land use policies do not fully facilitate Route 28 becoming the economic engine it should be for the County and that the Revised General Plan needed to identify issues and understand the opportunities/constraints in surrounding areas. The group expressed that the Plan needs to be more flexible/adaptive to the unique circumstances of an area and/or property. It should establish parameters for unique circumstances. Policies should not be site specific and parameters should consider adjacent land uses (i.e., rather than a certain land use in a particular location, the plan should state that a certain land use may be appropriate in certain circumstances, provided certain parameters are met.). Further, they should be clear and should keep the goals and objectives of the County/Tax District in mind; parameters should fit within the context of the Corridor's larger vision.

The participants pointed out factors that hinder the logical progression of commercial development along Route 28. They stated that the existing ordinance regulations are too rigid and have no consideration for unique circumstances. They emphasized that the entitlement process should be streamlined and predictable. They noted that the same regulations that are applicable to the rural areas should not also apply, to the same effect, to the suburban areas. (i.e., regulations can be stricter in the rural area, but shouldn't be as restrictive in the suburban area). They noted that sign restrictions were also a hindrance in the Route 28 Tax District.

The participants outlined several issues that they believe should be addressed. They stated Route 28 is the place to achieve an expanded commercial tax base within the County. They specified that traffic implications should be considered. Any expansions of uses and/or intensity will need a corresponding increase in the roadway network. They noted the need to maintain compatibility to adjacent and exiting land uses, utility infrastructure (i.e., Loudoun Water Campus), and environmental features. They also identified that the lack of a bridge over the Potomac River affected the area.

The participants stated that mixed-use is a viable trend. With respect to residential, the group proposed to limit residential to the northern portion of the corridor within mixed-use communities where existing amenities/services are available and reserve the southern portion of the corridor for high-end office at a higher intensity. The group stated that the Metro stations are

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an exception and can be considered appropriate for residential. They considered a different percentage of residential may be appropriate for the northern portion of the corridor versus the southern portion of the corridor. They expressed that careful consideration should be given regarding the amount of residential allowed because too much residential will dilute the commercial tax base. Residential uses should not be the “driving” land use in the district but should be supportive of other non-residential uses. They noted that additional residential will require additional services (e. g., schools, parks, etc.) and must be considered. Consideration should be given to a tax on residential properties, similar to the tax on commercial properties, for the Route 28 Tax District. The participants thought it appropriate to limit destination retail.

The participants noted that several land use applications have been submitted in the area (such as Kincora and Dulles World Center). They questioned if the submission of these applications, which deviate from the Revised General Plan, suggests the need to revisit the land use policies for the entire Route 28 Tax District. Active land use applications may dictate the outcome of the process should they be approved before the process is complete. The group expressed that there is a need for long-term strategic planning, absent of the active land use applications, regarding what is best for the County.

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Small Working Group 5 (Table 5)

Table 5 participants stressed that elements of all three options could combine into a viable future for the Route 28 corridor; however, the concept of destination retail was considered antiquated. Moreover, employment-supportive retail defined by the '72 Ordinance is not enough to support a mixed-use concept while the opposite end of the spectrum (i.e. Big Box retail) is too much retail to incorporate into a mixed-use concept. A “skyline” along Route 28 is envisioned where Class A office would continue to be a dominate feature and infusion of mixed-use would occur at interchanges along the corridor, especially along the W&OD Trail. Design guidelines could preserve the “viewshed” while providing developers the flexibility to meet market demand. A higher percentage of residential would be appropriate along parallel roads to Route 28 (Atlantic and Pacific Boulevards) and would presumably keep side trips associated with residential use off Route 28, thereby decreasing traffic congestion. The participants did not feel there needed to be a hard line to where mixed-use could develop in the county (i.e. presumably Moorefield Station, One Loudoun, etc.) or where residential could be developed in the corridor; mixed-use at varying mixes can develop anywhere. However, there was support for continuing to delineate and perhaps build upon the “industrial” and “flex-office” belt around Dulles Airport.

Several participants noted the CPAM area should be expanded and in some instances expand beyond the tax district. Increased density within the tax district may incentivize existing owners to “tear down” and move to re-planned areas outside the district. Density bonuses could also be used to complete the parallel road network. Planning for residential should be seen as an incentive to develop, not as an “evil”.

There was some mention of the relationship of the Route 28 corridor to the proposed Metro Stations; specifically, that current land uses and the existing road network to not permit a transition or direct connection to the corridor.

Projects such as Woodland Park Crossing in Herndon were noted as good examples from which to start. Also, it was suggested that there is no need to “reinvent the wheel” with regard to re-planning the Route 28 corridor. Researching the Reston/Toll Road and Fairfax/Route 28 corridors for “lessons learned” may provide direction as to how to accomplish a viable vision for the corridor.

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Small Working Group 6 (Table 6)

Overall, participants at Table 6 feel that a broader mix of research and manufacturing uses is a better land use concept than the current Keynote Employment land use designation. George Washington University has a strong relationship with Orbital Sciences and other industrial uses in the corridor because the businesses employ students while the University and Howard Hughes need technology companies to realize the schools' role as incubator resources. It was suggested that the University could be the northern anchor to what could be branded the Research and Technology corridor. Light manufacturing also has a low transportation impact and provides good-paying jobs. The participants supported limited residential development because of the potential costs and transportation impacts. They recognized that a Tysons Corner scenario where all employees left the area after work was also not desirable but believe better access to the district for existing residents, reported to be 11,000 in the district and many more within one mile of the district, would be most beneficial. It was suggested that few residents in a mixed-use project work in the same project and that such projects do not reduce traffic. Office development mixed with retail and dispersed throughout the district would help minimize traffic impacts and ensure services for employees.

The participants stated that any ordinance changes or land use proposals should protect the viability of the many smaller (less than 10 acres) parcels. Proposals included sharing a mix of uses among unrelated parcels rather than forcing consolidation. Efforts should focus on filling vacant space and building what has already been approved.

The group also supported a broader mix of uses with less emphasis on high density office and very limited residential development. There were several contributing factors: demand for office space will decline as businesses seek to reduce transportation and infrastructure costs and encourage telecommuting; the ownership pattern does not support Keynote Employment as envisioned in the Plan and forcing consolidation could hurt the "little guys"; and density is not an incentive and other incentives need to be considered. Participants expressed that it was more important to provide better access for existing residents than to encourage new residential in the district.

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Small Working Group 7 (Table 7)

Participants at Table 7 discussed the pros and cons of all three potential land use concepts. The group agreed that the Route 28 Corridor in its entirety should be reviewed and not just the identified CPAM area as the uses within the corridor were related to each other. Overall, they expressed that a mixed-use community, with residential in some locations, would be appropriate for the corridor (a combination of Concepts 2 and 3). They identified that the current Keynote Employment policies did not provide the land use (e.g., mixed-use with residential) that the market is demanding. It was noted that office users originally supported the “campus style development” land use pattern in Loudoun because it was cheaper than in Fairfax but that now Loudoun needs to start providing a mix of land uses that will compete with adjacent jurisdictions. The group articulated that the “Character of Corridor” was very important and questioned how to make it as attractive as Fairfax County and not appear as “leftover space”. They stated that that mixed-use with residential would allow people to live, work, etc. without getting in a car.

The group emphasized the importance of capitalizing on the location of Route 28 and its proximity to the proposed Metro station. They suggested that the County should consider a light rail loop, up Route 28 along Route 7 to Leesburg and connect with Metro along the Greenway. They stated that light rail would facilitate commuters to Metro and it would bring workforce out to Loudoun. They noted that people perceived trains as cooler and faster and that buses were less appealing. It was also noted that trains could also move a greater number of people.

They noted that mixed-use with residential would provide more housing opportunities for employees, create new kinds of customers, could create a destination night life, provide a walkable atmosphere with amenities to serve office users and residents, and reduce the cost of transportation to residents (less commuter costs if able to live and work in the same area). The group envisioned larger buildings (possible Class A office) along the frontage of Route 28, with a transition of smaller scale commercial and residential behind. They stated that clusters of green space should be provided between mixed-use areas along the corridor to provide a break in the visual impact of the larger buildings. These could include natural open space areas or lower intensity commercial development.

The participants stated that the County should move away from or limit Destination Retail. They articulated that the use of alternative designs for big box retail would help integrate it into the community. With respect to existing uses, they stated that it was important to integrate them into the overall vision. They emphasized keeping some of the existing service related uses in the area as they provide services Countywide and not just to the Corridor. They stated that it was

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important not to get rid of them all, or residents may have to seek those services outside of the County (for example, specialty auto repair, welding services, contractor services etc.). They expressed that an important question was “How do we consider uses that want to remain (underdeveloped property)?”

Other topics of discussion included: impacts to residential if it is considered near Metro considering the surrounding existing industrial and quarry land uses, balancing residential and non-residential development Countywide (possibly transfer commercial out westward and move residential into the Route 28 corridor) in order to compensate for the fiscal impact of residential, and that energy efficiency should be a given.

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Small Working Group 8 (Table 8)

General Land Use Pattern

Overall, the group stated that there is no “one-size-fits-all” land use pattern for the Route 28 Corridor. It would be appropriate for the Corridor to experience a progression of uses from Industrial in the south, closest to the Washington Dulles International Airport, to Distribution, and then to Flex-Tech in the north. Education and high-tech uses were envisioned to be located in the far north. The Corridor should also follow a progression of employment uses in the south to more of a mixed-use setting in the north. Such patterns would be most appropriate for the Dulles Airport, given the noise impacts and the need for industrial space close to the airport. The group noted that the W&OD Trail already acts as a dividing line between industrial-focused uses in the south and office and mixed-uses to the north.

The group stated that residential uses may be appropriate to the north, along Route 7 in a mixed-use setting given that there is already some high-density residential uses anticipated in the Dulles Town Center area. The group did not envision additional residential in the Route 28 Corridor, particularly since residential is already built, approved, or anticipated in certain areas and because residential uses already lie to the north, east, and west of the Route 28 Corridor (e.g., Ashburn, Potomac, Sterling, Dulles).

The group noted that some companies may desire a secure campus and a stand-alone development pattern. Others may want a mixed-use environment. Some of these large intense uses may not be compatible with residential uses. Participants stated that the Corridor should still allow for large, stand-alone campuses.

The Corridor already has nodes of development and clusters focused on the intersections of Route 28 and Waxpool Road, Nokes Boulevard, Sterling Boulevard, and Route 7. The group stated that the County should use these general areas to organize the larger Corridor and define the Corridor as you travel north on Route 28. These nodes already act as organizing features and have certain characters.

The group stated that context is a key consideration in the Route 28 Corridor. The land uses in the Corridor should be planned with full consideration of the uses outside of the Route 28 Tax District. These nearby uses are critical in defining uses within the Route 28 Corridor, especially for those outside areas with residential uses. Some of the planned uses within the Route 28 Corridor may benefit from adjacent residential uses and cater to them while others, such as industrial uses, may need some separation.

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Land Use Vision

For any of the uses considered in the Corridor, the group feels that the County should follow a community-driven vision. The Washington Dulles International Airport must be the “Keystone” entity in the southern end of the Route 28 Corridor, an economic driver for the Route 28 Corridor, and the key to planning in this area. It was suggested that the County look at other international airports, such as Rio de Janeiro and Barcelona, to determine how governments have used their airports to the maximum advantage and to identify the best use practices around these airports to protect them. Loudoun County should try to attract international businesses to the airport vicinity based on its utility and convenience. As an example, the group noted that it makes no sense to locate a Target or other “big box” retailer in the vicinity of the Airport. Although the group was not excited about the prospects of “big box” retail, they did not think that we should eliminate the uses entirely as a development option. However, the group feels the current Destination Retail designation is excessive. The mall already accommodates some of this demand. The community needs to get out of the mindset of car-only transportation, which “big box” retail engenders.

The group expressed that a Transit-Oriented development should be located in the southern area of the Route 28 Corridor in the vicinity of the planned Metro rail station.

Demographics

It was pointed out that some employees in the area are having trouble attracting the “20-somethings” to live and work in Loudoun. A number of younger employees are commuting from Arlington and Reston because Loudoun does not offer them the amenities they would like. It was suggested that the uses envisioned for portions of the Route 28 Corridor take into account the needs and desires of this demographic cohort. The best place for the 20-somethings would be in a larger mixed-use area in the northern portion of the Route 28 Corridor, to the south and east of the Route 7 & Route 28 interchange.

It was noted however, that it may be appropriate to provide the services and businesses that cater to the 60-somethings generally in the west-central portion of the Route 28 Tax District or just outside the District to the west. Families would continue to be served to the east and the west of the Route 28 planning area.

Class A Office

The group discussed how the Route 28 Corridor is not developing with much Class A Office space and does not seem to support Class A Office as a main concept. Loudoun County appears to be losing Class A office uses to Herndon and Reston. Although Class A is currently experiencing high vacancy rates, it seems to have a higher revenue potential than other land uses. The viability of Class A Office space depends to a large degree on the uses around the Office.

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Legacy Uses

The group discussed “Low-intensity Legacy” areas which could build off of existing uses. There was concern that these areas may experience more radical transformations than some of the more recently developed areas in the Route 28 Tax District. The County should consider ways to consolidate smaller lots in some of these Legacy areas and help bring central water and sewer to these areas. All developments should build and maintain new infrastructure when an area is developed, including roads, sewer, and water.

Transportation

The group stated that transportation ties the area together. In addition to the limited-access Route 28, the area needs a well-connected secondary road network. The road network should consider the uses on both sides of Route 28 and connect all of it. The feeder roads surrounding Route 28 are critical to mobility in the Route 28 Tax District. The Corridor already features existing or planned east-west, north-south, and limited access roadways. These should be completed. The network should support the developing land use clusters.

The transportation system must include well-connected pedestrian and bicycle components. People should have the option to safely and comfortably walk or bike to work throughout the area. The land use pattern should support a transition from an industrial-based south to a more pedestrian-friendly mixed-use north. The transportation network must reduce vehicle trips and give people other travel mode options. A transit circulator service should also be considered to effectively move people throughout the Corridor without additional congestion.

Open Space

The group expressed that planned, developed and usable Open Space does not get much consideration in the Route 28 Corridor yet the development of an interconnected system of open spaces could help form the identity of the Route 28 Corridor. Development of the Broad Run corridor and its associated floodplain is largely precluded by the attendant floodplain regulations. However, these areas could be used as connected open space with the central focus at the intersection of the Broad Run and the W&OD Trail.

Strategies

The group suggested that the County give careful consideration to the strategies to implement the vision of the Route 28 Corridor. Flexibility is a key factor to consider, especially given the size and diversity of the Route 28 Corridor. The County should consider a more diverse collection of uses while still defining appropriate locations for each and protecting the viability of the Route 28 Tax District and the large employment uses, such as Orbital Sciences, Inc. The County should also allow large users flexibility regarding land use as they grow and evolve. The

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participants suggested a zoning district that anticipates the needs of various companies and allows changes in land use without the need for a new legislative application every time their operational needs change.

The group expressed that that incentives should be considered within the Route 28 Tax District for conversions to a new zoning district such as, waivers of the zoning fees. Overall, the County should devise a flexible zoning district and make the rezoning process quicker and less expensive.

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Small Working Group 9 (Table 9)

Participants at this table expressed that the designated Comprehensive Plan Amendment boundary was too narrow and should be expanded to include the entire Route 28 Tax District as well as the future Metro stations at Routes 606 and 772, portions of the Loudoun County Parkway, and areas along Route 7 to the Howard Hughes Medical Institute's Janelia Farm Research Campus. All three land use concepts were discussed. Overall, participants stated that higher-intensity mixed-use nodes that include a residential component (Concept 3) should be included within the Route 28 corridor for a number of reasons, but limited to a few specific nodes. Light rail and/or buses (such as a circulator system) would be needed to connect the higher intensity nodes to each other and the planned Metro stations. Other areas of the corridor could develop with office or secure campuses, corporate headquarters, and research and development centers per Concept 1 or with a greater variety of employment uses (no residential) per Concept 2. They cautioned, however, that Concept 2 was in reality very similar to Concept 3, the only difference being that under Concept 2 residential uses were in close proximity to those types of developments whereas under Concept 3 residential uses would be integrated into the development itself. There was consensus that the Destination Retail Overlay was not appropriate within the Route 28 corridor.

Participants recommended that the vision for the Route 28 corridor could be developed through four subareas (with Route 28 and the W&OD Trail serving as the dividing lines), noting that these quadrants have a different character. A number of incentives were also recommended for the County to consider that include developing the vision, revising current Plan policies, creating a new zoning district to implement the vision, and recognizing that the transportation improvements that have occurred along Route 28 to date have largely been funded by commercial and industrial properties within the Route 28 Tax District. Participants also highlighted the need for increased flexibility of use within the corridor and suggested that developments ought to be environment rather than user-driven. Participants recommended that the County consider a form-based code or a new zoning district that would help implement its vision for the Route 28 corridor.

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Small Working Group 10 (Saturday, March 20, 2010)

Participants of the March 20th session discussed the pros and cons of all three potential land use concepts. Overall, they stated that existing policies (Concept 1) was a viable economic development option for the corridor and would increase the County's commercial tax base. They also supported Concept 2 as it would provide for a greater variety of high quality office uses and amenities while at the same time retaining the options for secure campus, corporate headquarters, etc. consistent with Concept 1. There was less consensus on Concept 3 (*Route 28 Corridor policies emphasize a mixed use pattern that balances employment, retail and residential uses*). Participants recommended that if this Concept is considered further, then it should be limited to certain locations and settings where a lively live/work/play environment can be achieved, that impacts on public facilities and services be addressed, and that only multi-family dwellings should be allowed to help address the need for additional affordable housing, particularly rental units. Participants noted that residential may not be compatible with certain types of employment uses and that the corridor could draw from adjacent existing residential areas to support a greater mix of office and commercial development.

Regardless of which Concept is chosen, participants recommended that additional destination retail uses per the Destination Retail Overlay be eliminated from the Route 28 corridor due to ingress/egress issues and the mixed message it sends to property owners and developers. However, they expressed a desire to retain and protect existing destination retail businesses within the area. They also expressed the desire to allow freestanding, but high quality, retail and restaurants within the corridor, the need to protect existing residents, and address potential noise and air quality issues. Enhanced multi-modal connections (provision of sidewalk/trail connections, speed bumps, etc.) were also suggested. Specific concerns were raised regarding the location of the proposed bike and pedestrian path along Atlantic Boulevard, namely that an eastern alignment could affect existing residential properties. Participants also highlighted the need for cultural uses, such as a performing arts center, children's museum, open gallery, musicians, skateboard park, etc., within the eastern part of the County and suggested that Route 28 may be a desirable location. Leesburg, Frederick and Baltimore were cited as examples.

Lastly, it was suggested that the Route 28 corridor build out from the planned Route 606 Metro station rather than concentrating the highest intensities at the northern and southern ends of the corridor. The Belfort Park area, portions of which residential is currently permitted by Revised General Plan policies, was suggested as a possible area for mixed-use developments.